

# **ARIZONA HISTORICAL ADVISORY COMMISSION**

---

**December 20, 2005**

## **MINUTES**

The Arizona Historical Advisory Commission (AHAC) met at 1:00 pm. on December 20, 2005 at the Arizona State Library, Archives and Public Records, in the Director's Office Conference Room, at 1700 W. Washington, Suite 200, Phoenix, Arizona 85007.

### **ATTENDANCE**

#### **Members**

Shelley Cohn, Executive Director  
Commission of the Arts  
John Driggs, Chairman  
Phoenix Heritage Commission  
Jim Garrison, State Historic Preservation Officer  
State Historic Preservation Office, Arizona State Parks  
Melodee Jackson, Director, Constituent Service  
Office of the Governor  
Hartman Lomawaima, Director  
Arizona State Museum  
Catherine May, Senior Historical Analyst/Archivist  
Salt River Project  
Richard Sims, Director  
Sharlot Hall Museum  
Noel J. Stowe, Chair/Professor of History  
Arizona State University  
Betsy Stunz-Hall, Representative  
Arizona Library Association  
Ken Travous, Director  
Arizona State Parks  
GladysAnn Wells, Director  
Arizona State Library, Archives and Public Records  
Beth Vershure, Station Manager, KAET-TV Channel 8  
Arizona State University  
Juliana Yoder, Executive Director  
Arizona Humanities Council

#### **Staff**

Juanita Cason, Executive Staff Assistant  
Director's Office

### **ABSENT**

#### **Members**

Anne Woosley, Executive Director  
Arizona Historical Society

## **CALL TO ORDER**

Chairman Sims called the meeting to order at 1:12 pm.

## **INTRODUCTIONS/ANNOUNCEMENTS**

GladysAnn introduced new Executive Staff Assistant Juanita Cason, and announced that Ken Evans is now the Director of Communications, Boards and Commissions.

## **APPROVAL OF MINUTES**

### **October 26 2005 Meeting Minutes**

**Motion:** Cohn motioned, and Stunz-Hall seconded, that the minutes of the October 26, 2005 meeting be approved as corrected. The motion passed.

## **DISCUSSION/ACTION**

### **Drafting a Plan of Action**

#### AHAC Meeting Minutes

The website is a public portal, and therefore the discussions and decisions of AHAC regarding the Centennial will be made public via posting of its minutes on the website.

#### Resource People for Committees

It was agreed that there needs to be a group discussion about resource people for the five committees.

#### Donations/Expenditure of Funds

Checks made out to the Arizona State Library, Archives and Public Records, to be used for the Centennial need to include a memo that specifies that the funds are earmarked for the Centennial, and that the funds are restricted for that use only. The State Library is not empowered by the Legislature to do anything else that exceeds its authority.

Driggs reported that he has received a \$100,000 commitment from a donor. The check has been sent to a depository – the Arizona Community Foundation, at the donor's request. Of that amount \$25,000 is available to AHAC.

Driggs stated that the Arizona Community Foundation operation can be a very efficient accounting agent for the Arizona Centennial under AHAC's direction, and can run the financial affairs of AHAC through its many branches throughout the state. It is a prestigious, well run organization, who is willing to do this for us. Sims commented that the Sharlott Hall Museum uses this foundation. Cohn and Travous also commented that their organizations use this foundation on a contractual basis.

**Action:** Wells to check with Legislative Council on how money can be donated for our purposes but harbored into the Arizona Community Foundation as the money falls under state statutes.

Cohn commented that the Arizona Community Foundation charges a modest fee for their services.

Wells said that to choose to go with this foundation can be a decision of this body, but it has to be done carefully, with careful accountability and legality –AHAC can not afford not to. For the agency (State Library) to do the financials, staff would have more statutory authority. Possibly sub-grants could go through this foundation. She said she was uncomfortable with Driggs accepting money on AHAC's behalf without the Commission first checking on procedures (legalities) now. Driggs responded that the check has been deposited with no instructions; it is just sitting there waiting. Driggs offered to find out the concerns and requirements of using the Arizona Community Foundation, but that Michael Braun, Executive Director of Legislative Council saw no problem with it when he spoke with him about the issue. Wells responded back that it is not hard for the agency (State Library) to administer grants; it is set up to do so now, but she still would like to hear the legal opinion.

Travous stated that he appreciates the donor's generous offer, but that we (AHAC) haven't officially accepted it yet. The relation of a 501c organization and all its ramifications of having to produce 9-90s, etc, people will want AHAC to administer the money in an orchestrated way.

Stowe wondered if the Arizona Community Foundation might be interested in waiving its fees to be part of the Centennial celebration, and if AHAC might want to have restricted funds for a particular project. He also said that the Commission will need to know how the money is earmarked and donor recognition. He added that in-kind contributions can be problematic.

Wells stated that the State Treasurer should be included in these discussions.

**Action:** Wells to invite David Petersen, State Treasurer to an AHAC meeting.

May said that she has a friend at Piper Trust that she can call to get information about working with foundations and maybe the members can receive a training session to understand the relationship with foundations. Wells commented that Michael Braun could also recommend someone. Travous said that he was meeting with Jim Walsh in the Arizona Attorney General's Office on behalf of State Parks and that while there he would be willing to ask him about working with foundations and get some pragmatic advice.

**Action:** Travous is empowered to meet with Jim Walsh of the Attorney General's Office and seek information and advice about working with foundations and give a report at the next AHAC meeting.

Wells said that AHAC does not have the authority to expend funds for other than the operation of the Commission. The members all need a working knowledge of how this should work - how we receive, track and expend funds as we don't want to get nailed for going beyond state authority.

Cohn commented that there are a lot of things we need to figure out. May asked if the Commission needs to go back to the legislature to proceed. Wells responded that she didn't think so, because the agency (and therefore AHAC) is overseen by the Library Board. If we do

go back to the legislature it would be for additional authority, official 501c status and legislative fine-tuning. It was also suggested that it might help to establish a charter 501c under the Arizona Community Foundation.

Stowe stated that the State Treasurer should be involved, and a report of each meeting should be sent to him although structural awareness hasn't been addressed yet.

May said that she agreed with Driggs that AHAC should talk to the Arizona Community Foundation first as Legislative Council does not work on statewide issues outside of the legislature's jurisdiction. Cohn commented that someone who has worked with these type of issues should give us advice, models, not just a written opinion on such things as how to set up a system.

Garrison cautioned about going to the legislature for more housekeeping issues.

Stunz-Hall stated that the Commission can still send a thank you letter to Driggs' donor saying that AHAC is in receipt of the funds and thanks the donor for his/her interest in the Arizona Centennial. Evans stated that AHAC has not received the funds. The intentions of the donor have triggered our discussion on the topic.

Hartman asked how money will be budgeted and supported as there is a huge accounting aspect. People will want to contribute. Mechanisms are in place for the three Arizona universities with built in flexibility. Money given to the State Museum is State money. Suggested was putting out a Call for Proposals to banking institutions to do the fiscal management without charging fees.

Jackson said that both the Governor and legislature think that privately funded programs come from the community, and therefore she doesn't see the legislature funding a lot of this. All Centennial projects don't have to go through this Commission, the organizers can raise and spend the funds and AHAC can say hip, hip, hooray!

Driggs commented that he thought 50% (\$500,000) would come from private and 50% (\$500,000) from state, local, and tribes. Jackson responded that she disagreed with the 50% government, but that possibly local governments would contribute something but it wasn't very realistic to think so. Stowe commented that local initiatives look to AHAC, the Arts Commission, etc. Government does represent us, and therefore there needs to be a discussion about this issue.

How do we go forward with fundraising? For example, for an online encyclopedia, we would need to take on serious partners. We all need to step up to the plate and collaborate. We all need to participate or we'll be a flash in the pan. Jackson said that everyone will participate but not 50/50.

Sims encouraged this conversation to continue. Stunz-Hall commented that we are jumping the gun! Many are in fundraising, we are not the primary fundraisers or funnel at all. It is astounding, we need to step back and figure this all out. We will need the "Good Housekeeping Seal of Approval". AHAC needs to come back to the proposers when they are almost done with their fundraising – at the last mile, and figure out what business we are in!

Sims stated that the members are starting to define legacy projects and activities and how to use the money. The fact that AHAC has endorsed legacy projects in every city and town can have an impact to the proposers to raise funds and help them leverage money.

Yoder agreed with Stowe that if the state does not put up any funds, it will be hard to get federal funds.

Driggs said that \$100 million raised for 100 years is not much money, and that for Phoenix it could be a bond issue.

**Action:** AHAC to invite someone from the Arizona State University Center for Non-Profit Management to be a guest when it is appropriate.

### **Legacy Project Criteria**

**Assignment:** Sims to draft Legacy Project Criteria and email to members for review and comment.

Discussion of criteria for legacy projects and activities produced the following:

Legacy projects and activities must:

1. Accurately portray a significant aspect of history
2. Be accessible to a large number of visitors/users
3. Include partnering – planning and demonstrating a cooperative effort between public and private sectors
4. Be an enduring product that will live on after 2012
5. Include an educational component
6. Include an implementation strategy

Events (activities) should include numbers 1,2 ,5 and 6, excluding 4 and the Commission should not overly concern itself on events or products as is too massive for the Commission to deal with.

**Motion:** Cohn motioned, and Jackson seconded, that the Commission accept criteria numbered 1-6 as agreed. The motion passed.

Legacy projects and activities are encouraged, but not required, to:

1. Incorporate a vision for the future as the past acknowledgement
2. Use an innovative format
3. Provide a basis and model for future projects

Stowe said that we need to create a Request for Endorsement form for events and activities.

**Action:** May to bring samples of the Request for Endorsement form used for Arizona's 75th Anniversary to the next AHAC meeting.

## **Organization Chart Review**

The Commission did not discuss this agenda item.

## **Bylaws Revision**

The Commission did not discuss this agenda item. Garrison said that the Bylaws revision needed additional wordsmithing before he could submit it to the Commission for final review.

## **Strategic Plan Outline**

Sims stated that he wanted to pass on this discussion item for another time.

## **REPORT ON ACTION ITEMS**

**Assignment:** Cohn to contact Alberto Rios, Regent Scholar, ASU and think about Arts legacy criteria.

**Report:** Cohn said that they were trading calls and had not connected yet.

**Assignment:** Cohn will submit names for consideration as her successor.

**Report:** Cohn stated that Bob Booker is the new Executive Director of the Arizona Commission of the Arts, and she recommended that he succeed her on the Commission as well.

Wells said that Cohn's term of service expires in May of 2006 and she asked Cohn if she would be interested in finishing her term on the Commission until then, followed by the appointment of Bob Booker for a new term. Cohn responded "yes."

**Action:** Robert C. Booker, Executive Director of the Arizona Arts Commission to be invited to be a guest at the next meeting of AHAC.

**Assignment:** Driggs to meet with Woosley to discuss fund-raising, and submit ideas to Cohn and Vershure.

**Action:** Driggs to submit a report at the next AHAC meeting.

**Assignment:** Vershure and Cohn, as liaison to the Marketing and Development Committees, to meet to build a public relations task list and discuss how a web presence might best be employed to reach the general public.

**Report:** Cohn said that she and Vershure had been working on it.

**Action:** All the members of AHAC to take a look at the draft public relations tasks list at the next meeting of AHAC, as it can evolve or change.

**Assignment:** Vershure to develop a one-page media release fact sheet for internal purposes only.

**Report:** No update.

**Assignment:** Garrison to work with Sims on membership ideas and populating committees, and to continue to brief Travous on meetings.

**Report:** No update.

**Assignment:** Wells to meet with May and Legislative Council regarding the form for entities or private citizens who want to make contributions to the Centennial through AHAC.

**Action:** May to provide copies of the form used for the 75th Anniversary celebration for discussion at the next meeting of AHAC.

**Assignment:** Sims to consult with Travous and Lomawaima to seek a person from a Tribal community to lead a strong subcommittee.

**Action:** Sims and Lomawaima to met with John R. Lewis, Executive Director of the Inter-Tribal Council of Arizona. His assistance to this Commission would be appreciated, he could assist this Commission. The tribes of Arizona may choose to participate in this celebration or do something else, and use their revenue for economic development and tourism.

## **COMMITTEE REPORTS**

### **Countdown to the Centennial**

**Assignment:** Jackson to draft charge for Countdown to the Centennial for the Commission's review at its next meeting.

**Report:** Jackson reported that this has been done, but that the Governor has not signed off on it yet.

### Books for the Governor

Jackson said that all fourth graders received a book from the Governor this year and that first graders also received one as they have for the past 3 years.

### Arizona Quarter

8,000 fourth graders sent in designs for the new Arizona quarter. A 22 member Quarter Commission has been formed to design Arizona's quarter. On the Commission are AHAC members Wells, Woosley, and Yoder. The Commission will soon meet with two representatives from the Mint. Their job is to prepare five to seven narratives for the quarter and then come back with three by September, and to develop lesson plans for all of the grades. Fourth graders are preparing a video. These projects should bring a lot of attention to Arizona and heightened awareness of the project as it was created by Executive Order. The coin comes out in 2007. The coin should have an Indian component, because Indians are not represented on the state seal. There are more don'ts than do's for this project. Everyone is encouraged to participate.

### **Activities**

**Assignment:** Stunz-Hall to prepare a draft charge for the Activities Committee including the changes suggested by the members.

**Report:** Stunz-Hall read aloud her draft charge for the Centennial Activities Committee.

*The Activities subcommittee will develop effective methods for encouraging communities throughout Arizona to plan activities that commemorate the Arizona Centennial. The subcommittee will solicit, review and recommend activities that encourage Arizonans of all ages and backgrounds to examine our unique history, heritage, arts and culture. Activities will be designated by the Commission and promoted by the Marketing and Development committees.*

### **Marketing**

**Assignment:** Cohn and Veshure to draft charge for Marketing Committee for the Commission's review at its next meeting.

**Report:** Both Cohn and Vershure agreed that the Commission needs to be clearer in its understanding about what it is marketing, what it is doing, before they can adequately address this assignment, and therefore requested that this assignment remain pending for awhile. The members need to work through the process internally before they take the message out to the public.

One question to be asked in the local setting is "Are you working on getting ready for the Centennial?" Stunz-Hall stated that the Arizona Convocation is coming up March 5-6, 2006, and suggested that this question be asked in a discussion session with what should be included. Arizona's Centennial should be a major theme of every Arizona Convocation from now to the Centennial. Stowe has identified an intern to research material for the speaker. The Arizona Historical Society has already done a statewide survey. Driggs has created an awareness folder. We need to continue our awareness campaign.



**Action:** The draft charge for the Marketing Committee to be pending on future agendas until such time as the topics can be adequately addressed by the Commission.

## **Development**

**Assignment:** Driggs and Woosley to draft charge for Development Committee for the Commission's review at its next meeting.

**Report:** Driggs reported that he and Woosley had talked on the phone, and would get together and give a report at the next meeting of AHAC.

**Action:** Driggs to give a report at the next meeting of AHAC.

## **Membership: Commission and Committee**

**Assignment:** Driggs and Garrison to draft charge for Membership: Commission and Committees for the Commission's review at its next meeting.

**Report:** No update.

## **Historic Sites Review Report**

**Assignment:** Garrison, Chair of the Historic Sites Review Committee will report what actions were taken on the nominations and projects, and file a report of the meeting.

**Report:** No update.

## **AGENDA ITEMS FOR NEXT MEETING**

### **Legality of Money Flow**

### **Names for Commission Membership**

### **New Memorial for 911**

### **CALL TO THE PUBLIC**

No members of the public present.

### **NEXT MEETING DATE**

January 31, 2006 from 1:00 p.m. until 4:00 p.m. in the Director's Office Conference Room of the Arizona State Library, Archives and Public Records, 1700 W. Washington, Phoenix, AZ 85007

## **ADJOURNMENT**

Sims adjourned the meeting at 3:40 pm.

Respectfully Submitted

Leslie J. Weaver  
Arizona State Library, Archives and Public Records

Approved at the January 31, 2006 meeting of the Arizona Historical Advisory Commission with one correction.